Appl. No. .: 10/625,999
Amendment Dated January 30, 2007
Response to Office Action Mailed December 28, 2006

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Amendments to Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims: ·

1. (Currently Amended)   A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ comprising:

acquiring targeted recipient data, wherein the targeted recipient data comprise historical transaction data specific to the targeted recipient~~,; wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer;~~

creating a targeted recipient profile from the targeted recipient data;

applying ~~a set of offering rules~~ an offering rule to the targeted recipient profile to select a set of selected offerings ~~an offering~~ from offerings stored in an offerings database;

applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the order set of selected offerings comprises a first selected offering and a second selected offering;

acquiring a ~~set of~~ first product ~~assets~~ asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the customized catalogue for the first set of product assets associated with the first selected offering, wherein the page comprises a page space and wherein the page allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space comprises the page space less the first allocated space;

applying the page allocation rule to allocate a second space within the remaining space of the page of the customized catalogue for the second product asset associated with the second selected offering;

generating a customized catalogue specification file for the targeted recipient, ~~using the set of product assets~~ wherein the customize catalogue specification comprises the first

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product asset, the second product asset, the first allocated space and the second allocated space; and

printing the customized catalogue using the customized catalogue specification file.

2. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 1, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

3. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 1, wherein the set of product assets comprises elements first and second product assets comprise attributes selected from the group consisting of text, graphics, and photographs.

4. (Canceled)

5. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 4 of claim 1, wherein the method further comprises:

applying a first set of layout rules layout rule to the first set of product assets product asset associated with the selected offering to acquire a first layout attribute consistent with the first allocated space for the first selected offering; and
applying a second layout rule to the second product asset to acquire a second layout attribute consistent with the second allocated space for the second selected offering.

6. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 5, wherein the first and second layout attribute is attributes are selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

7. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 5, wherein the customized catalogue comprises a product section, and wherein applying the set of page allocation rules rule to allocate the first and second space within the customized catalogue for the selected offering based on the relevancy ranking of a page of the product section comprises:

establishing in the product section a number of offerings per page; and

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assigning the product assets of the selected offering to a allocating the first and second space of the page of the product section in accordance with the number of offerings per page.

8. (Canceled)

9. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 71, wherein the method further comprises:

determining a page count of the pages of the customized catalogue;

determining if the page count comprises an even whole signature;

if the page count comprises the whole signature, then generating the customized catalogue specification; and

if the page count does not comprise an even the whole signature, then applying a signature rule to force the page count to comprise the even whole signature and then generating the customized catalogue specification.

10. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 9, wherein the signature rule comprises deleting pages.

11. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 9, wherein the signature rule comprises adding pages.

12. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 11, -wherein adding pages comprises adding filler pages.

13. (Currently Amended)   The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient in physical form of claim 1, wherein the method further comprises applying a boost factor to an offering stored in the offerings database prior to applying the set of offering rules to the targeted recipient profile the ranking rule.

CATALOG RULE ADDED

14. (Currently Amended)   A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient in physical form comprising:

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acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data relating to the targeted recipient;, ~~wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer~~;

creating a targeted recipient profile from the targeted recipient data;

establishing a ~~set of~~ catalogue ~~rules~~rule;

applying the ~~set of~~ catalogue ~~rules~~rule to the targeted recipient profile to make a determination whether to produce the customized catalogue for the targeted recipient;

if the customized catalogue is produced for the targeted recipient, applying the ~~set of~~ catalogue ~~rules~~rule to the targeted recipient profile to make a determination of the number of pages in the targeted recipient's customized catalogue;

applying ~~a set of offering rules~~ an offering rule to the targeted recipient profile to select a set of selected offerings ~~an offering~~ from offerings stored in an offerings database;

applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the order set of selected offerings comprises a first selected offering and a second selected offering;

acquiring a first product asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the customized catalogue for the first set of product assets associated with the first selected offering, wherein the page comprises a page space and wherein the page allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space comprises the page space less the first allocated space;

applying the page allocation rule to allocate a second space within the remaining space of the page of the customized catalogue for the second set of product assets associated with the second selected offering;

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generating a customized catalogue specification file for the targeted recipient, wherein the customize catalogue specification comprises the first product asset, the second product asset, the first allocated space and the second allocated space; and

~~acquiring a set of product assets associated with the selected offering;~~

~~generating a customized catalogue specification file for the targeted recipient using the set of product assets; and~~

printing the customized catalogue using the customized catalogue specification file.

15. (Currently Amended)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 14, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

16. (Currently Amended)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 14, wherein the ~~set of product assets comprises elements~~ first and second product assets comprise attributes selected from the group consisting of text, graphics, and photographs.

17. (Canceled)

18. (Currently Amended)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim ~~17~~14, wherein the method further comprises:

applying a first ~~set of layout rules~~ layout rule to the first ~~set of product assets~~product asset associated with the first selected offering to acquire a first layout attribute consistent with the first allocated space for the first selected offering; and

applying a second layout rule to the second product asset to acquire a second layout attribute consistent with the second allocated space for the second selected offering.

19. (Currently Amended)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 18, wherein the first and second layout ~~attribute is~~attributes are selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

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20. (Currently Amended) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 18, wherein the customized catalogue comprises a product section, and wherein applying the ~~set of~~ page allocation ~~rules~~ rule to allocate space within the customized catalogue for the selected offering based on the relevancy ranking comprises:

establishing in the product section the number of offerings per page; and

assigning the first product asset ~~assets of the~~ and the second product asset ~~selected offering~~ to a page of the product section in accordance with the number of offerings per page.

21. (Canceled)

22. (Currently Amended) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim ~~20~~14, wherein the method further comprises:

before generating the customized catalogue specification file for the targeted recipient, determining an page count of the pages of the customized catalogue;

determining if the page count comprises a whole signature;

if the page count comprises the whole signature, then generating the customized catalogue specification; and

if the page count does not comprise ~~a~~ the whole signature, then applying a ~~set of~~ signature ~~rules~~ rule to force the page count to comprise ~~a~~ the whole signature and then generating the customized catalogue specification.

23. (Currently Amended) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 22, wherein the signature rule ~~applying the set of signature rules to force the page count to a whole signature~~ comprises deleting pages.

24. (Currently Amended) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~for a targeted recipient~~ of claim

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22, wherein ~~applying the set of signature rules to force the page count to a whole signature~~ the signature rule comprises adding pages.

25. (Currently Amended)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 24, wherein adding pages comprises adding filler pages.

26. (Currently Amended)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 14, wherein the method further comprises applying a boost factor to an offering stored in the offerings database prior to applying the ~~set of offering rules to the targeted recipient profile~~ ranking rule.

<div align="center">SYSTEM BASED ON CLAIM 1</div>

27. (Currently Amended)   A customized catalogue publication system for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ comprising:

    a targeted recipient record, wherein the targeted recipient record comprises historical transaction data relating to a targeted recipient~~, wherein the targeted recipient data are updated periodically, and wherein the historical transaction data relate to transactions between the targeted recipient and the catalogue retailer~~;

    an offerings database, wherein the offerings database comprises offerings and wherein an offering is associated with a product asset;

    ~~a set of product assets associated with an offering;~~

    ~~a set of offering rules;~~

    a profiler, wherein the profiler is adapted to create a targeted recipient profile from the targeted recipient ~~record~~ data; and

    a rules engine adapted ~~to~~ for:

        applying an offering rule to the targeted recipient profile to select a set of selected offerings from offerings stored in an offerings database;

applying a ranking rule to the set of selected offerings to create an ordered set of
selected offerings, wherein the order set of selected offerings comprises a first
selected offering and a second selected offering;

acquiring a first product asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the
customized catalogue for the first set of product assets associated with the first
selected offering, wherein the page comprises a page space and wherein the page
allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space
comprises the page space less the first allocated space;

applying the page allocation rule to allocate a second space within the remaining
space of the page of the customized catalogue for the second product asset
associated with the second selected offering; and

generating a customized catalogue specification file for the targeted recipient,
wherein the customize catalogue specification comprises the first product asset,
the second product asset, the first allocated space and the second allocated space;
and

~~apply the set of offering rules to the targeted recipient profile to select an offering
from the offerings;~~

~~acquire the set of product assets associated with the selected offering; and~~

~~generate a customized catalogue specification file for the targeted recipient using
the set of product assets; and~~

a printing system adapted to receive the customized catalogue specification file and print
the customized catalogue according to the customized catalogue specification file.

28. (Previously Presented)   The customized catalogue publication system of claim 27, wherein
the historical transaction data are selected from the group consisting of purchase history,
returned-goods history, payment problems history, and customer correspondence.

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29. (Previously Presented)   The customized catalogue publication system of claim 27, wherein the printing system further comprises:

> a printer; and

> a file translation system adapted to convert the specification file to a format compatible with the printer.

30. (Original) The customized catalogue publication system of claim 29, wherein the printer is a web-fed printer.

31. (Original) The customized catalogue publication system of claim 29, wherein the printer is a sheet-fed printer.

32. (Original) The customized catalogue publication system of claim 29, wherein the printer is selected from the group consisting of a toner based printer, liquid ink based printer, and an ink-jet based printer.

33. (Currently Amended)   The customized catalogue publication system of claim 27, wherein the set of product assets comprises elements first and second product assets comprise attributes are selected from the group consisting of text, graphics, and photographs.

34. (Canceled)

35. (Currently Amended)   The customized catalogue publication system of claim 34, wherein the rules engine is further adapted to acquire a layout attribute for the selected offeringfor:

> applying a first layout rule to the first product asset to acquire a first layout attribute consistent with the first allocated space for the first selected offering; and
> applying a second layout rule to the second product asset to acquire a second layout attribute consistent with the second allocated space for the second selected offering.

36. (Currently Amended)   The customized catalogue publication system of claim 35, wherein the first and second layout attribute is attributes are selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

37. (Currently Amended)   The customized catalogue publication system of claim 27, wherein the customized catalogue comprises a product section, wherein the product section comprises a page, and wherein the rules engine is further adapted to for:

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establishing in the product section a number of offerings per page; and

~~assign the product assets for the selected offering to~~ allocating the first and second space

of the ~~a~~ page in the product section in accordance with a number of offerings per page.

38. (Currently Amended)   The customized catalogue publication system of claim 37, wherein ~~the system further comprising a set of signature rules, and~~ wherein the rules engine is further adapted ~~to~~for:

determine ~~determining~~ a page count of the pages of the customized catalogue;

determine ~~determining~~ if the page count comprises a whole signature;

if the page count comprises the whole signature, then generating the customized catalogue specification; and

if the page count does not comprise ~~a~~ the whole signature, ~~apply~~ the applying a signature rule ~~the set of signature rules~~ to force the page count to comprise ~~a~~ the whole signature and then generating the customized catalogue specification.

39. (Currently Amended)   The customized catalogue publication system of claim 37, wherein the ~~set of signature rules~~ signature rule comprises deleting pages.

40. (Currently Amended)   The customized catalogue publication system of claim 37, wherein the ~~set of signature rules~~ signature rule comprises adding pages.

41. (Currently Amended)   The customized catalogue publication system of claim 37, wherein the system further comprises filler pages and wherein the ~~set of signature rules~~ signature rule comprises adding filler pages.

42. (Currently Amended)   The customized catalogue publication system of claim 27, wherein the rules engine is further adapted ~~to apply~~ for applying a boost factor to an offering stored in the offerings database prior to applying the ~~set of offering rules~~ ranking rule.

43. (Currently Amended)   The customized catalogue publication system of claim 27, wherein ~~the system further comprises a set of catalogue rules and wherein~~ the profiler is further adapted ~~to~~for:

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applying~~ing a~~ ~~the set of catalogue rules~~ catalogue rule to the targeted recipient profile to make a determination whether to produce a customized catalogue for the targeted recipient; and

if it is determined to produce a customized catalogue ~~is produced~~ for the targeted recipient, then applying the ~~set of catalogue rules~~ catalogue rule to the targeted recipient profile to make a determination of the number of pages in the targeted recipient's customized catalogue.

44-74. (Canceled)

75. (Previously Presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 1, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.

76. (Previously Presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient ~~in physical form~~ of claim 14, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.

77. (Previously Presented) The customized catalogue publication system of claim 27, wherein the targeted recipient data further comprise customer demographic information selected from the group consisting of customer name, customer address, customer preferences, and household makeup.

78. (Canceled)

79. (New) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1 further comprising:

assigning the targeted recipient to a targeted recipient group using the targeted recipient profile of the targeted recipient and a member profile of each member of the targeted recipient group;

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imputing attributes of the targeted recipient group to the targeted recipient profile of the targeted recipient to create a revised targeted recipient profile for the targeted recipient, wherein the revised targeted recipient profile becomes the targeted recipient profile.

80. (New)   The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient of claim 14 further comprising:

assigning the targeted recipient to a targeted recipient group using the targeted recipient profile of the targeted recipient and a member profile of each member of the targeted recipient group; and

imputing attributes of the targeted recipient group to the targeted recipient profile of the targeted recipient to create a revised targeted recipient profile for the targeted recipient; wherein the revised targeted recipient profile becomes the targeted recipient profile.

81. (New)   The customized catalogue publication system of claim 27, wherein the profiler is further adapted for:

assigning the targeted recipient to a targeted recipient group using the targeted recipient profile of the targeted recipient and a member profile of each member of the targeted recipient group; and

imputing attributes of the targeted recipient group to the targeted recipient profile of the targeted recipient to create a revised targeted recipient profile for the targeted recipient, wherein the revised targeted recipient profile becomes the targeted recipient profile.